



# MORGAN & COMPANY, INC.

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## Vehicle Forecasts

Morgan & Company provides realistic forecasts and the intelligence to assess the implications that affect your organization's sales and market share. The forecasts provide a five-year outlook by model year or calendar year.

Quarterly reports are provided in both printed and CD format.

Monthly updates are provided via email.

The sample pages provide below are in Adobe (PDF) format and exclude several data columns (production locations, and two levels of market segment) as well as historical volumes back to 1992. Sample charts below are also in black & white format.

In addition to these deliverables, you will also receive 10 hours of support services and consulting time to address specific issues facing your organization.

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or see Adobe (PDF) files below.

### North American Vehicle Forecast - Contents

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#### **Executive Overview**

Notes / Commentary  
Production Overview  
Volume by Manufacturer  
Volume by Market Segment  
Volume by Assembly Location

[Sample Pages](#)

#### **Sales & Production Charts**

Sales & Production Charts for each industry segment and every nameplate are provided in a separate file & book.

#### **Business Cycle & Economic Indicators**

#### **Vehicles by Manufacturer & Group**

[Sample Pages](#)

#### **Vehicles by Platform Within Manufacturer**

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#### **Vehicles by Market Segment**

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#### **All Vehicles by Production/Assembly Plants**

Nameplate Production  
Straight-Time Capacity  
Capacity Utilization Rates  
[Sample Pages](#)

***All Vehicles - Production by Month Within Years***

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***Chart Book***

Sales & Production (15+ years) for each group  
and nameplate manufactured in North America

**Service Options:**

\$1,800 One-Time-Buy (single issue)

\$4,500 Quarterly Reports and Monthly Updates

For further information, or to place an order, visit our [Contact Page](#)  
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**Morgan & Company, Inc.**  
**Automotive Research, Analysis & Forecast Services**

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**Morgan & Company, Inc.** provides automotive production forecasts, automotive analysis, automotive sales statistics, vehicle information, and automotive research for automotive manufacturers and automotive suppliers worldwide.

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**Sales Analysis**

The automotive industry is continually affected by changing economic, financial, consumer and other regional market and global factors. These create significant challenges and new opportunities for both automotive manufacturers and their suppliers.

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**Morgan & Company** provides that information and insight through several essential packages and custom automotive research tailored to your organization's needs.

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Further information regarding Morgan & Company's core services can be found by utilizing the navigation buttons on the left.

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Your Automotive Information Source.**

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### Vehicle Forecasts

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Quarterly reports are provided in book format, on diskette, and via electronic data transfer. The format allows you to utilize the forecast in conjunction with your internal sales systems. The file version also provides you the option to adjust the forecast data to create projections that will address 'what-if' scenarios.

Morgan & Company can also assist you in setting up a component sales forecasting system at your facility, for your products.

#### **North American Light Vehicle Forecast** *Commentary & Observations*

##### ***Car Production Overview***

by manufacturer and industry segment

##### ***Light Truck Production Overview***

by manufacturer and industry segment

##### ***Car & Light Truck Overview***

by manufacturer, industry segment and market segment

##### ***Car Production***

by nameplate within manufacturer  
by platform within manufacturer  
by market segment

##### ***Light Truck Production***

by nameplate within manufacturer  
by platform within manufacturer  
by market segment

***Car & Light Truck Production by Assembly Plant***

nameplate production

straight-time capacity

capacity utilization rates

***Market & Economic data***

historical sales and production rates - data and charts

key economic trends - chart format

***Revisions to Forecast Since Last Update***

**Service Options:**

\$1,800 One-Time-Buy \*

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\* Discounts when purchased with Future Product Plans Report.

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**Morgan & Company, Inc.** provides automotive production forecasts, automotive analysis, automotive sales statistics, vehicle marketing information, and automotive research to address the requirements of automotive manufacturers, automotive suppliers, analysts and journalists.

### **Morgan & Company, Inc. - Core Services Include:**

Automotive Production Forecast Service - five-year outlook by manufacturer, segment, platform, and assembly plant.

Future Automotive Product Plans - providing a seven-year outlook. Service includes an 'Executive Overview' and 'Nameplate Specifics.'

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Automotive News - production & sales statistics.

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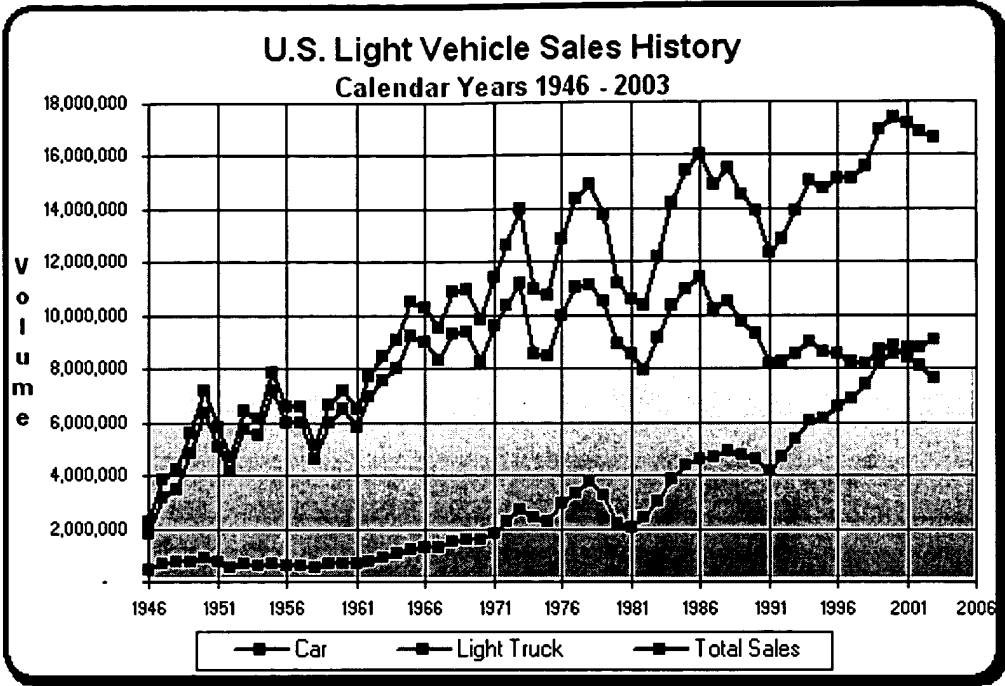
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automotive suppliers  
auto manufacturers  
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In this environment of constantly shifting market conditions, organizations need keen insight, accurate information and reliable services to properly evaluate and adjust their business plans to optimize market and industry opportunities.

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### AAIA Online Product Catalog

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## Annual Survey of Service Industries: Automotive Repair and Maintenance Services

**Status:** Amalgamated with another survey

**Description:** This survey has been amalgamated into Survey number 4720 as of reference year 2001.

This is the second time Statistics Canada (STC) is collecting data on the Automotive Repair and Maintenance firms as an independent industry. STC previously surveyed a number of these firms together with retail and wholesale industries, but has never before released results specific to the Automotive Repair and Maintenance industry.

This survey collects the financial and operating data needed to produce statistics on the Automotive Repair and Maintenance Activities in Canada. These data are aggregated with information from other sources to produce official estimates of national and provincial economic production in Canada. The estimates are used by government for national and regional programs and policy planning and by the private sector for industry performance measurement and market development.

**Statistical Program:**

**Unified Enterprise Surveys Program**

The survey is currently administered as part of the Unified Enterprise Survey Program (UES). The UES program consists in integrating, gradually over time, the approximately 200 separate business surveys into a single master survey program. The UES aims at collecting more industry and commodity detail at the provincial level than was previously possible while avoiding overlap between different survey questionnaires. The redesigned business survey questionnaires have a consistent look, structure and content. The combined results produce more coherent and accurate statistics on the economy. The unified approach makes reporting easier for firms operating in different industries because they can provide similar information for each branch operation. This way they avoid having to respond to questionnaires that differ for each industry in terms of format, wording and even concepts. Each year, Statistics Canada is

integrating more of the existing surveys into the  
UES program.

**Most Recent Data Release:** Data for 2000 released on August 29, 2003

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## Information about the Survey

**Division Responsible:** Service Industries

**Survey Id:** 4721

**Collection Registration:**

**Frequency:** Annual

**Effective Date:** 1999 - 2001



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## Data Sources and Methodology

**Type of Survey:** The survey is a sample survey  
The survey is a direct survey  
Administrative data sources are used  
Mandatory survey

**Conceptual Universe and Target Population:** **Automotive Repair and Maintenance Services**  
The target population consists of all statistical establishments (sometimes referred to as firms or units) classified as Automotive Repair and Maintenance Services according to the North American Industry Classification System 1997 (NAICS 1997) during the reference year.

**Reference:** Automotive Repair and Maintenance Services**Instrument design:**

The survey questionnaires comprise financial characteristics such as revenue broken down by the sources of revenue; expenses showing the breakdown between wages paid to employees, purchased services expenses and non operating expenses; number of employees and distribution of revenue by type of client.

**Sampling:**

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified as offering Automotive Repair and Maintenance Services according to the North American Industry Classification System 1997 (NAICS 1997) during the reference year observed.

The basic objective of the survey is to produce estimates for the whole industry, incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (Note: the threshold varies between surveys and sometimes between provinces in the same survey) and administrative data for businesses with revenue below the specified threshold. It should be noted that only financial information is obtained from administrative sources e.g. revenue, expenses, depreciation and salaries, wages and benefits. Characteristics such as revenue by type of service are collected only for surveyed establishments.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm, including address, industry classification, and information from administrative data sources (as discussed above). The frame is maintained by Statistics Canada's Business Register, and is updated using administrative data.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes, same geography (province/territory), and same business type (incorporated/unincorporated) attributes). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance, based on revenue, in an industry. The must-take stratum comprises units selected on the basis of complex structure characteristics e.g. multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises. All units in the take-all and the must-take stratum are selected to the sample. Units in the take-

some strata are subject to simple random sampling. Finally, the sample size is increased, mostly to compensate for firms that no longer belong in the industry; i.e., they have gone out of business, changed their primary business activity, they are inactive, or are duplicates on the frame. After removing such firms, the sample size for the survey on Automotive Repair and Maintenance Services was 2320 collection entities.

**Collection:** Data are collected through a mail-out/mail-back process, while providing respondents with the option of telephone or electronic filing methods.

Follow-up procedures are applied when a questionnaire has not been received after a pre-specified period of time.

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**Questionnaire Title:** **Annual Survey of Service Industries: Automotive Repair and Maintenance Services - 2000 - Part II**  [Top of Questionnaires](#)

**Questionnaire Image:** **Annual Survey of Service Industries: Automotive Repair and Maintenance Services - 2000 - Part II (English)**  
**Annual Survey of Service Industries: Automotive Repair and Maintenance Services - 2000 - Part II (French)**

**Error detection:** Data are examined for inconsistencies and errors using automated edits coupled with analytical review. Several checks are performed on the collected data. These checks look for internal consistency such as: section totals must be equal to the components; if employees are reported, wages and salaries must be greater than zero; the main source of income must be consistent with the assigned NAICS code.

**Imputation:** Several checks are performed on the collected data to verify internal consistency and identify extreme values. Where information is missing, imputation is performed using either a "nearest neighbour" procedure (donor imputation), using historical data where available or finally, using administrative data as a proxy for reported data.

**Estimation:** As part of the estimation process, survey data are weighted and combined with administrative data to produce final industry estimates.

**Quality evaluation:** Combined survey results are analyzed for comparability; in general, this includes a detailed review of: individual responses (especially for the largest companies), general economic conditions, historic trends, and comparisons with other data.

**Disclosure** Statistics Canada is prohibited by law from

**control:** releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

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## Data Accuracy

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## Subjects and Keywords

**Subjects:** Business service industries  
Personal service industries  
Retail trade  
Service industries  
Trade

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... Based in the UK **Automotive** Online provides **services** aimed both at the industry  
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